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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of )

**Shamir et. al.** )

Serial No: 09/583,337 )

Filed: May 31, 2000 )

For: **"Methods and Systems for Personalizing  
Internet Browsing and Managing  
Collaborative Browsing Experiences"** )

Group Art Unit: 2141

Examiner: Nguyen, Quang N.

Confirmation No. 2396

**RECEIVED****MAR 31 2004**

Technology Center 2100

**AMENDMENT AND RESPONSE TO OFFICE ACTION**Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450JONES DAY  
Customer No. 36587

March 26, 2004

Sir:

In response to the Office Action mailed on October 27, 2003 (hereinafter the "Office Action"), the Assignee respectfully requests that the above-referenced patent application be re-examined and reconsidered for the reasons stated herein below.

Claim amendments begin on page 2.

Remarks/arguments begin on page 7.